



communication workgroup

Minutes

July 13, 2001

State Corporation Commission

10a.m-noon

Attendance

Members:

Sandy German (UVa), Erin Linton-Wright (VIPNet), Gerry Pacyna (State Corporation Commission), Jerry Simonoff (DTP), Jenny Wootton (E-Gov't), Chair: Joy Hughes (GMU)

Presenters, Guests, and Representatives:

Brian Mason (Department of Technology Planning)

Members Absent:

Anne Atkins (Department of Motor Vehicles), Cheryl Clark (Department of Motor Vehicles), Steve Kelliher (Department of Transportation), Dave Molchany (Fairfax County), David Nims (E-Gov't), Paul Lubic (E-Gov't), Leslie Carter (DIT), Patti Higgins (TAX), Tracy Smith (VIPNet)

Welcome and Opening Remarks

Joy Hughes convened the meeting of the Communications Workgroup at 10 am.

Meeting Objectives

To assist the E-Gov't Office with planning the COVITS conference.

covits

Discussion

Priorities: Jenny Wootton gave an update on the priorities of Secretary Upson for the remainder of the administration. These are e-communities, MyVirginia, and the COVA Pin. He'd like to see these priorities be an integral part of the COVITS program.

COVITS Content and Marketing: There was much discussion about COVITS content as it relates to the interests of the target markets. The group believes that state agency folks will be drawn to the conference if the emphasis is on strategies to meet the demands of citizens in an electronic age while still holding the line on costs (e.g. partnering, templates, common architecture). Whereas the local folks will be drawn if the emphasis is on how to get started building e-communities and meeting people from the state agencies, the private sector and other localities who can help you get started.

The group therefore recommended that program content be organized into two virtual tracks and that content-oriented marketing be targeted to the interests of these two groups.

Theme: The group discussed the theme "MyVirginia: Connecting every citizen, every community, every business, everywhere." Care will need to be taken to bring this theme down to the interest level of the proposed target market and to overcome the impression that this is a conference about computer networking. It was felt the letters the Secretary will send as well as future program announcements could accomplish this.

Logo: Jenny shared the latest draft of the COVITS logo. Terrific!

Secretary's COTS Retreat: Will be held sometime during the week of August 13th. The group suggested that we hold the next communications meeting after the retreat rather than on August 10th. Joy suggested that Jenny arrange for the group to be invited to the retreat.

Workgroup Minutes and Meeting Announcements: Jenny agreed to forward these to the appropriate person for publishing on the COTS worksite.

COVITS Assignments: Due to outstanding performances last year, the following people were assigned to repeat their contributions:

Patti Higgins: Portable Booth

Steve Kelliher: Candy and computer

Joy Hughes and Erin Linton-Wright: Make booth stick ons

Jenny was asked to locate last year's brochure holders and to obtain fact sheets on the 3 Task Forces.

She will also attempt to locate the COTS slide show.

Brian Mason will bring sufficient copies of the EA brochure

Adjourn

The meeting was adjourned at noon.

Next Meeting

To be determined

Respectfully Submitted,
Joy R. Hughes, George Mason University